

WHAT IS CLAIMED IS:

1. A facial ruler device comprising a scale having indicia of at least two different facial attributes captured in a medium, wherein said scale is determined by a method comprising the following steps:
  - 5 (i) Taking multiple photographs of multiple subjects;
  - (ii) Sorting said photographs, thereby classifying them according to said facial attributes to obtain sorted data;
  - (iii) Analyzing said sorted data;
  - (iv) Selecting representative images from each class, thereby creating a facial ruler  
10 scale; and
  - (v) Validating said facial ruler scale by clinicians and consumers to show that consumers can distinguish pore attributes and correlate them with said scale.
- 15 2. The ruler device according to claim 1, wherein said medium is selected from the group consisting of Internet, camera, palm pilot, mobile phone, mobile camera phone, water-insoluble substrate and advertising and promotional material selected from the group consisting of television, magazines, brochures, posters, flyers, and hand-outs.
- 20 3. The ruler device according to claim 2, wherein said water-insoluble substrate comprises a strip, a double strip, or a sliding ruler alone or in combination with a mirror.

4. The ruler device according to claim 2, wherein said water-insoluble substrate comprises a material selected from a cellulosic, plastic, mirror or combination material.
- 5 5. The facial ruler device according to claim 1, wherein said facial ruler represents attributes of pores, wrinkles, photoaging, or skin texture.
6. A cosmetic product system comprising:
  - (i) a cosmetic composition for reducing the appearance of undesirable  
10 facial attributes housed in a package; and
  - (ii) a facial ruler device associated with said package;  
the device having a means for evaluating current appearance of facial attributes or progress in reducing the appearance of facial attributes with the use of said cosmetic composition.

7. The system according to claim 6, wherein said ruler device comprises a scale having indicia of at least two different facial attributes captured in a medium, wherein said scale is determined by a method comprising the following steps:
- 5 (i) Taking multiple photographs of multiple subjects;
- (ii) Sorting said photographs, thereby classifying them according to said facial attributes to obtain sorted data;
- (iii) Analyzing said sorted data;
- (iv) Selecting representative images from each class, thereby creating a facial ruler  
10 scale; and
- (v) Validating said draft ruler by clinicians and consumers to show that consumers can distinguish facial attributes and correlate them with said scale.
8. The system according to claim 6, wherein said media are selected from the group  
15 consisting of Internet, camera, palm pilot, mobile phone, water-insoluble substrate.
9. The ruler device according to claim 6, wherein said water-insoluble substrate comprises a strip, a double strip, or sliding ruler.
- 20 10. The system according to claim 6, wherein said ruler device comprises a material selected from a cellulosic, plastic, mirror or combination material strip, and the strip is placed into a carton alongside a container holding the cosmetic composition.

11. The system according to claim 6, wherein said ruler device is incorporated as a panel segment of a carton protectively surrounding a container holding the cosmetic composition.
- 5 12. The system according to claim 6, wherein said ruler device is detachably joined to a carton protectively surrounding a container holding the cosmetic composition; said joinder of said device being through a means selected from group consisting of perforations, weakened carton wall and adhesive joinder.
- 10 13. The cosmetic system according to claim 6, wherein said facial attributes are selected from the group consisting of pores, wrinkles, photoaging, or skin texture.
14. A method for evaluating efficacy of a cosmetic product, the method comprising:
- 15 (A) providing a kit which comprises the system according to claim 6;
- (B) applying the cosmetic product to the skin;
- (C) placing said ruler device against the skin treated with the cosmetic product in step (B);
- (D) visually assessing a score on said ruler scale; and
- 20 (F) repeating steps (C) and (D) at a future time followed by comparison of scores resultant from first and second assessments of the skin.

15. The method according to claim 14, wherein said evaluation is a self-evaluation by a consumer or an evaluation by a clinician, beautician or sales assistant.

16. The method according to claim 14, wherein said assessments are of facial attributes are selected from the group consisting of pores, wrinkles, photoaging, and skin texture.

17. A method of evaluating facial attributes on an area of human skin comprising:

(A) providing a pore ruler device according to claim 1;

10 (B) comparing said area of skin with said indicia on said ruler scale to categorize said area of skin on said scale.

18. The method according to claim 17, further comprising placing said ruler against the skin prior to said product application.

15 19. The method according to claim 17, wherein said facial attributes are selected from the group consisting of pores, wrinkles, photoaging, and skin texture.